



For Social Innovation

## [The Nippon Foundation News] New Year Greetings

Greetings from The Nippon Foundation, and best wishes for the Year of the Rabbit. According to the Chinese zodiac, which assigns an animal to each year in a 12-year cycle, 2022 was the Year of the Tiger and 2023 is the Year of the Rabbit. While the tiger is associated with traits like strength, ambition, and confidence, the rabbit symbolizes more passive qualities including mercy, elegance, and beauty, with people born in the Year of the Rabbit said to be calm and peaceful, as well as nimble and clever. Technically, the Year of the Rabbit begins on the first day of the Lunar New Year, which this year falls on January 22, but in Japan, which observes New Year's Day on January 1, images of the animal for that year are featured in New Year greeting cards, store displays, and other seasonal items. Many people visit temples or shrines in early January to offer prayers for the new year, and purchase wooden plaques called *ema* on which they write a wish for the upcoming year. *Ema* literally translates as "picture of a horse" and horses are often depicted on the plaques, but they can also feature a picture of the animal corresponding to that year of the Chinese zodiac or an image related to the deity enshrined at that particular shrine or temple. After the wish is written, the plaque is hung at the shrine or temple for the wish to be received by the deity.



*'Ema' featuring pictures of a rabbit hung at a shrine (left) and a banner wishing people a Happy New Year in a shopping arcade (right)*

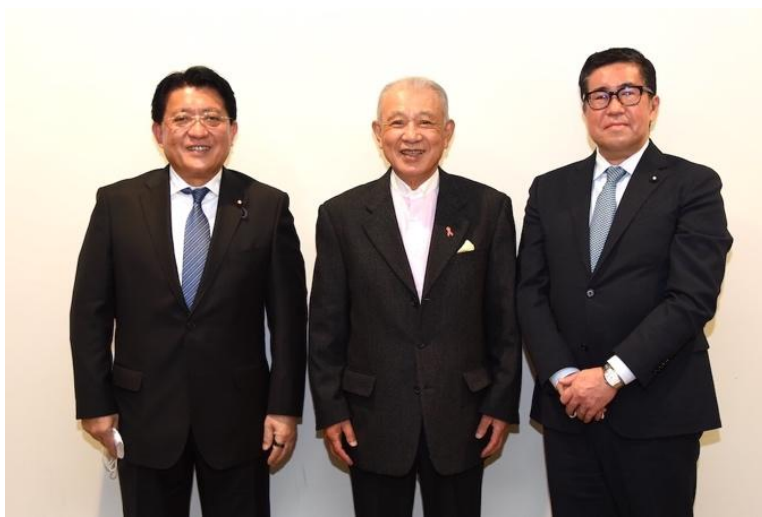
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## Digital Transformation Fund Established

Symposium on power of digital transformation in addressing social issues held on Dec. 5

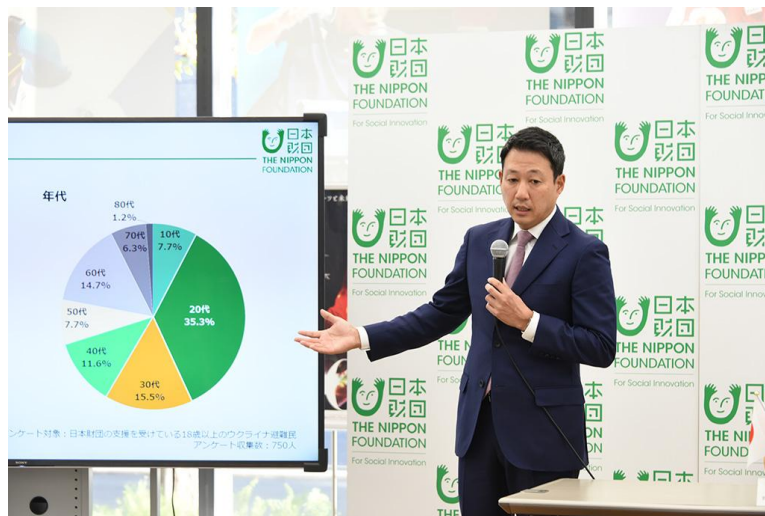


The Nippon Foundation held a symposium on December 5 to mark the launch of the Digital Transformation Fund, established with a US\$3 million donation from Google.org, the philanthropic arm of Google LLC, to use the power of digital transformation to invigorate the social sector. With Japanese NGOs being negatively affected by the coronavirus pandemic, the fund supports projects that introduce technology to bring about a social impact for people facing difficulty.

[Full Article](#)

## Results of Latest Survey of Evacuees from Ukraine

1 in 4 wish to stay in Japan



The Nippon Foundation has announced the results of a survey of adult evacuees from Ukraine, which showed that among 750 respondents, roughly one in four have a clear desire to settle in Japan, and an additional 41% want to stay in Japan until the situation in Ukraine stabilizes. The top areas in which respondents indicated support being needed were leisure and tourism, job placement and training, matching of local support groups with people wanting support, and making Japanese friends.

[Full Article](#)

## MetLife Foundation and The Nippon Foundation Complete First of 10 Home-Like Hospices

**“MetLife Foundation and The Nippon Foundation: ‘Better Life Better Place’ for the Elderly and Children”**

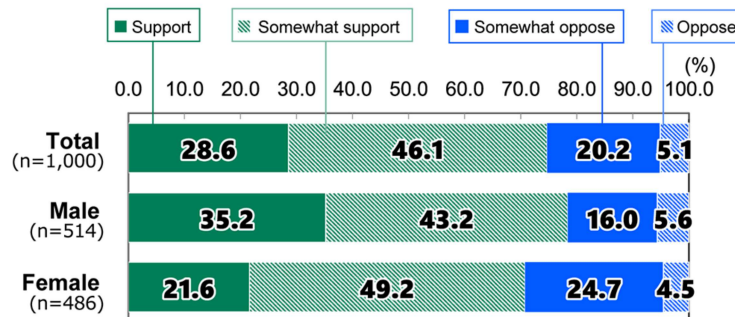


The MetLife Foundation and The Nippon Foundation announced on December 12 the launch of Shared House Satchan-chi, a home-like hospice for older people located in Otsuki, Yamanashi Prefecture. Amid the accelerated aging of Japanese society, there is a need for places where people can feel at ease at the end of their lives, and this program offers people a final home where they can live out their days securely in a familiar, home-like atmosphere.

[Full Article](#)

## Awareness Survey of 18-Year-Olds - Coronavirus, Travel, and Inbound Tourism

### Results of 51st installment announced



The 51st installment of the Awareness Survey of 18-Year-Olds was carried out in late October on the subject of "Coronavirus, Travel, and Inbound Tourism." The survey was intended to examine young people's thinking regarding the relaxation of border controls introduced to stop the spread of coronavirus infections, and travel within and outside Japan. Roughly 80% of respondents were aware that border controls have been relaxed and roughly 70% approved of the relaxation, and a general trend of support was seen for the government encouraging travel by both Japanese tourists and tourists from overseas.

[Full Article](#)

## Yohei Sasakawa Blog

Chairman of The Nippon Foundation



[Two Thirds of Ukrainian Evacuees in Japan Want to Become Long-Term Residents: The Nippon Foundation Poll](#) [2023/01/10]

[Happy New Year! On behalf of The Nippon Foundation I wish you a happy, healthy and prosperous 2023.](#) [2023/01/06]

[The Nippon Foundation Establishes “DX Fund” with \\$3 Million Donation from Google](#) [2022/12/26]

[100 Performers with Disabilities Shine at TCF THE CONCERT 2022 with Ms. Katy Perry](#) [2022/12/21]

[Removing 1.2 Tons of Debris from Remote Island Beach at Cleanup Demonstration Rally](#) [2022/12/19]

[Proud of Japanese Soccer Fans for Picking Up Trash at World Cup Stadiums](#) [2022/12/13]

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